



WDAF-TV

ORDER

Print Date 10/24/12 Page 1 of 4

Flight Dates 10/30/12-11/05/12

Contract / Revision 584320 / **JENKINS 4 CONGRESS**

Original Date / Revision 10/17/12 10/24/12

Advertiser Jenkins/R/KS/US House

Agency SRCP Media

Buying Contact

**201 North Union Street
Suite 200
Alexandria, VA 22314**

Sales Office DC-M

Sales Region NAT

Agency Ref

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL1Ca

Priority DEFAULT

Advertiser Ref

Primary Account Executive
Dan Driscoll

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dan Driscoll | 100% | | |

Order Sep 00:15:00

Estimate # 306

Alt Order # 09842384

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL1Ca

Priority DEFAULT

Advertiser Ref

Order Share 25% Market Value 150700

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT | % | 0 |
| KCTV | 30% | 45210 |
| KCWE | % | 0 |
| KMBC | 31% | 46717 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 14% | 21098 |
| KSMO | % | 0 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| November 2012 | 57 | \$32,023.75 | \$37,675.00 | 0.00 | 10/29/12 | 11/05/12 | 57 | \$32,023.75 | \$37,675.00 |
| Totals | 57 | \$32,023.75 | \$37,675.00 | 0.00 | | | | | |

Billing Plan



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Contract / Revision

584320 Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision

10/17/12/ 10/24/12

Order Sep 00:15:00

Advertiser Jenkins/R/KS/US House

Product JENKINS 4 CONGRESS

Estimate # 306



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Contract / Revision **584320** **Flight Dates** **10/30/12-11/05/12** **Hiatus Dates**

Original Date / Revision 10/17/12 / 10/24/12 Order Sep 00:15:00

Advertiser Jenkins/R/KS/US House Product JENKINS 4 CONGRESS Estimate # 306



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| <u>Contract / Revision</u> | 584320 | <u>Flight Dates</u> 10/30/12-11/05/12 | <u>Hiatus Dates</u> | | | | | | | | | | | | |
|---------------------------------|-----------------------|---------------------------------------|---------------------------|--------------------|--------|-----------------|--------|----------|------------|----------|--------|------|------|---------------|----------------|
| <u>Original Date / Revision</u> | 10/17/12/ | 10/24/12 | <u>Order Sep</u> 00:15:00 | | | | | | | | | | | | |
| <u>Advertiser</u> | Jenkins/R/KS/US House | <u>Product</u> JENKINS 4 CONGRESS | <u>Estimate #</u> 306 | | | | | | | | | | | | |
| <u>Totals</u> | | | | | | | | | | | | | | | |
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| E 26 | 4 | 11/05/12 | 11/05/12 | M-F 1030-1102p | CM-All | 1030-1102p | M----- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| M-F 1030-1102p | | | | FOX 4 NEWS @ 10:30 | | | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | | |
| Week: 11/05/12 | 11/11/12 | M----- | 1 | \$600.00 | 0.00 | | | | | | | | | | |
| E 26 | 4 | 11/05/12 | 11/05/12 | M-F 1132p-1202a | CM-All | M-F 1132p-1202a | M----- | :30 | 1 | \$250.00 | 2 | 0.00 | NM | 1 | \$250.00 |
| M-F 1132p-1202a | | | | Start Date | | | | Weekdays | Spots/Week | Rate | Rating | | | | |
| Week: 11/05/12 | 11/11/12 | M----- | 1 | \$250.00 | 0.00 | | | | | | | | | | |
| | | | | | | | | | | | | | | <u>Totals</u> | 57 \$37,675.00 |